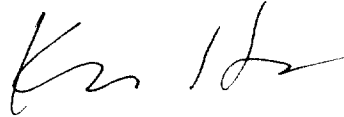


AN ORDINANCE
BY



AN ORDINANCE AUTHORIZING THE CITY OF ATLANTA TO WAIVE THE PROVISIONS CONTAINED IN CHAPTER 138, ARTICLE II, DIVISION 6, SECTION 138-60 (a) OF THE CITY OF ATLANTA CODE OF ORDINANCES, TO ALLOW THE COMMISSIONER OF THE DEPARTMENT OF PUBLIC WORKS TO ISSUE PERMITS FOR THE PLACEMENT OF BANNERS CONTAINING LIMITED ADVERTISING IN THE PUBLIC RIGHT-OF-WAY; AND FOR OTHER PURPOSES.

WHEREAS, Section 138-60 (a) states that no person shall attach any flag, banner, bunting, sign, display or other form of decoration to any light pole or other standard erected in any right-of-way along any street, unless a permit is issued by the Commissioner of the Department of Public Works under certain enumerated conditions; and

WHEREAS, Section 138-60 (a) (1) prohibits flags, buntings, signs, displays or other forms of decoration containing any advertising or any reference to a for-profit organization; except that, in the event that the Commissioner issues a permit allowing limited advertising for permitted outdoor events and centennial celebrations of local companies, the corporate logo or trademark on the banner shall not exceed one-tenth of the total surface area on either side; and

WHEREAS, AmericasMart, headquartered in the city of Atlanta, will hold its Annual Winter Market in the City of Atlanta on January 6 through 14, 2009; and

WHEREAS, AmericasMart is expected to have approximately 93,000 attendees, with a projected economic impact of \$93.343 million to the region; and

WHEREAS, Bronner Brother International, headquartered in Atlanta, Georgia will hold its annual conventions in the City of Atlanta February 21 through 24, 2009 as well as August 15 through 18, 2009; and

WHEREAS, Bronner Brothers International is expected to have approximately 50,000 attendees, with a projected economic impact of \$52.335 million to the region; and

WHEREAS, Primerica Financial Services ("Primerica"), headquartered in Duluth, Georgia, holds its Annual Convention in the City of Atlanta ("City") every two years; and Primerica's 2009 Annual Convention is scheduled to take place June 17 through 20, 2009; and

WHEREAS, the convention is expected to have approximately 60,000 attendees with a projected economic impact of \$62.8 million to the region; and

WHEREAS, AmericasMart, headquartered in the city of Atlanta, will hold its Annual Summer Market in the City of Atlanta on July 8 through 16, 2008; and

WHEREAS, AmericasMart is expected to have approximately 61,000 attendees, with a projected economic impact of \$63.848 million to the region; and

WHEREAS, Medtrade, headquartered locally here in Alpharetta, Georgia, will hold its annual convention in the City of Atlanta October 13 through 15, 2009; and

WHEREAS, MedTrade is expected to have approximately 22,000 attendees, with a projected economic impact of \$23.027 million to the region; and

WHEREAS, the City desires to waive the provisions contained in Section 138-60 (a) (1) of the Code of Ordinances to allow the Commissioner to issue a permit to AmericasMart, Bronner Brother International, Primerica, and Medtrade to place banners advertising the annual meetings and containing the corporate logo on greater than one-tenth of the banner's surface area, in the public right-of-way.

THE CITY COUNCIL OF THE CITY OF ATLANTA, GEORGIA, HEREBY ORDAINS:

SECTION 1: That the Commissioner of the Department of Public Works is authorized to issue a permits to AmericasMart, Bronner Brother International, Primerica, and Medtrade to place banners advertising their annual meetings, and containing the corporate logo on greater than one-tenth of the banner's surface area, in the public right-of-way.

SECTION 2: That Chapter 138, Article II, Division 6, Section 138-60 (a) (1) of the City of Atlanta Code of Ordinances is hereby waived to the extent that such applies to the issuance of the permits.

SECTION 3: That all Ordinances or parts of Ordinances in conflict herewith are hereby waived for these instances only.



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**Bronner
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